

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
26 May 2005 (26.05.2005)

PCT

(10) International Publication Number
WO 2005/048615 A1

(51) International Patent Classification⁷: **H04Q 7/20**

(21) International Application Number:
PCT/KR2004/001620

(22) International Filing Date: 1 July 2004 (01.07.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
10-2003-0080493
14 November 2003 (14.11.2003) KR

(71) Applicant (for all designated States except US): **SK
TELECOM. CO., LTD.** [KR/KR]; 99, Seorin-dong,
Jongro-gu, Seoul 110-110 (KR).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **SOHN, Sang-mok**
[KR/KR]; Hansol Jugong APT. 503-12, Jeongja-dong,

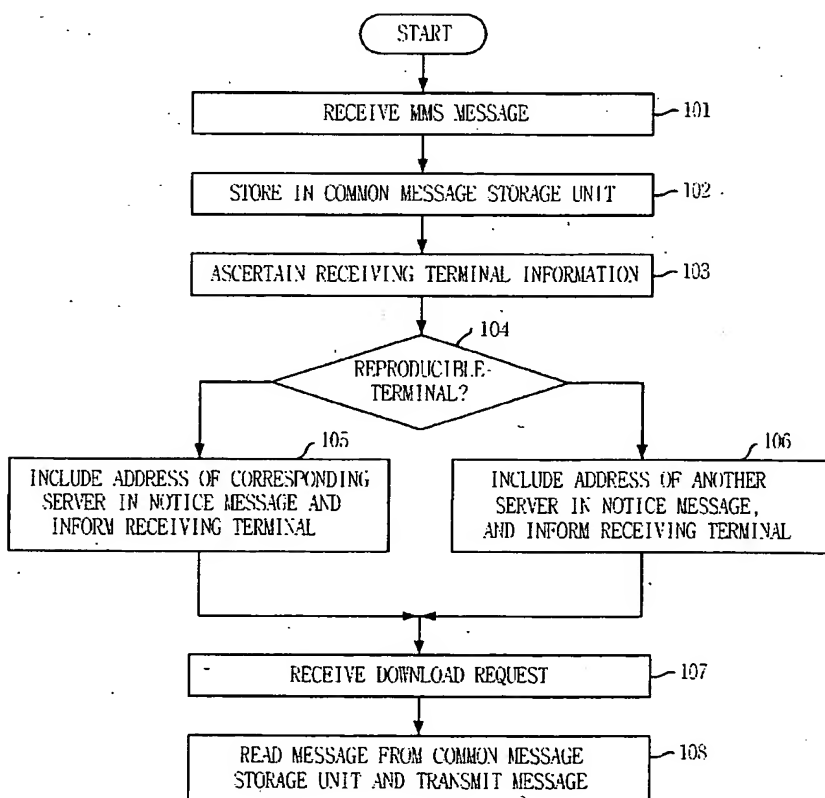
Bundang-gu, Seongnam-si, Gyeonggi-do 463-911 (KR).
YUN, Hong-seo [KR/KR]; Punglim-Iwon APT. 807-601,
Unseo-dong, Jung-gu, Incheon 400-340 (KR). **NA,
Dong-won** [KR/KR]; Yangji Maeul 6003-1009, 29
Sunae-dong, Bundang-gu, Seongnam-si, Gyeonggi-do
463-838 (KR). **YOON, Ja-young** [KR/KR]; Seokwang
APT. 102-1306, Samsung-dong, Gangnam-gu, Seoul
135-793 (KR).

(74) Agent: **KIM, Je-hyun**; 23rd Floor, ASEM Tower, 159-1
Samsung-dong, Gangnam-gu, Seoul 135-798 (KR).

(81) Designated States (unless otherwise indicated, for every
kind of national protection available): AE, AG, AL, AM,
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,
KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG,
MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH,
PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN,
TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

[Continued on next page]

(54) Title: METHOD OF TRANSMITTING MULTIMEDIA MESSAGE IN VARIOUS SERVICE ENVIRONMENTS



(57) Abstract: Disclosed herein is a method of transmitting a multimedia message in a mobile communication system, which allows a receiving terminal to access an MMS server suitable for its specification and receive a stored multimedia message, even when a single MMS server is not equipped with all types of media conversion functions corresponding to all specifications of the receiving terminals. According to the invention, the MMS server stores a multimedia message transmitted from a transmitting terminal in a common message storage unit, and ascertains the specification of a receiving terminal while informing the receiving terminal of the arrival of the message. The MMS server includes in a notice message the address of an MMS server that services media data reproducible by the receiving terminal and informs the receiving terminal of the arrival of the multimedia message.

WO 2005/048615 A1



(84) **Designated States** (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

— *with international search report*